1995 VIRGINIA SLIMS LEGENDS
IGA RETAILER TIE-INS

SPECIAL IN-STORE DISPLAY

Over forty (40) IGA stores located in Central Oklahoma promoted the Virginia Slims Legends through in-store display. The displays contained posters, event brochures, and promotional items. Three weeks prior to the event, qualified consumers who purchased Virginia Slims cigarettes received Virginia Slims Legends promotional items.

"MEET THE STARS" PROMOTION

This promotion began three weeks prior to the 1995 Virginia Slims Legends. Four (4) advertisements were placed in the Daily Oklahoman weekly grocery store insert section promoting both the contest and event.

Over forty (40) IGA stores located in Central Oklahoma promoted the contest through the display of contest posters, event and contest displays and the broadcast of contest and tournament information over the in-store audio system.

The promotion of the contest enabled thousands of individuals to enter the contest.

As a result of the three week promotion, the Virginia Slims Legends received additional exposure and advertising, and the participating IGA stores increased their in-store traffic.

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Source: https://www.industrydocuments.ucsf.edu/docs/ykym0004